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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/759,421	01/12/2001	John E. Cronin	UV-O1	2320

7590 01/29/2004

Attention: Ryan K. Simmons, Esq.
IPCapitalGroup, Inc.
Suite 325
400 Cornerstone Drive
Williston, VT 05495

EXAMINER

FADOK, MARK A

ART UNIT	PAPER NUMBER
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3625

DATE MAILED: 01/29/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/759,421

Applicant(s) **SW**

CRONIN, JOHN E.

Examiner

Mark Fadok

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-29 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-29 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 12 January 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. §§ 119 and 120

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.
- 13) ☒ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.
a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). ____
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) ____ 6) ☐ Other: ____

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DETAILED ACTION

Examiner's Note

Examiner has cited particular columns and line numbers or figures in the references as applied to the claims below for the convenience of the applicant.

Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested from the applicant, in preparing the responses, to fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Conklin (US 6,338,050) in view of Official Notice.

In regards to claim 1, Conklin discloses a method for providing information to a least one potential customer from an individual business owner, said individual business owner belonging to a group of many business owners (abstract), the method comprising:

- setting up a web-site on a server (FIG 1b),
- said web-site being accessed via a network by using a group uniform resource locator (URL) address (FIG 1B, Community website, col 19, lines 38-55), and
- comprising business information being common to said group of many business owners (col 32, lines 8-15), and
- customized information being customized to said individual business owner (claim 50);

Conklin teaches providing a community URL for searching sponsored members, but does not specifically mention that the sponsor site is supplying collateral material such as business cards and the like. It was old and well known at the time of the invention to provide business cards to individuals common to a website and provide access to that website to gather general information (examples include, Mary Kay cosmetics, Amway, Thomas Register, ect). It would have been obvious to a person having ordinary skill in the art to include in Conklin, providing collateral materials with a community URL, because this would offer another way for the sponsor community to market their participants.

said collateral material comprising said group URL referring to said web-site (FIG 29, community website), and a first unique site code (FIG 1i to FIG 1n);

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accessing said web-site by said at least one potential customer using said group URL (FIG 29);

inputting said first unique site-code to an input field of said web-site by said at least one potential customer (FIG 29, SO6); and

accessing said customized information to said individual business owner by said at least one potential customer (FIG 31a).

In regards to claim 2, Conklin teaches wherein said web-site comprises a common group website,

said common group web-site comprising said business information being common to said group of many business owners (Abstract, buyers and sellers having similar interests).

In regards to claim 3, Conklin teaches wherein said web-site further comprises a customized individual business owner web-site,

said customized individual business owner web-site containing said information customized to said individual business owner information (FIG 31a).

In regards to claim 4, Conklin teaches wherein said first unique site-code comprises an individual business referral name (FIG 14).

In regards to claim 5, Conklin teaches wherein said first unique site-code comprises a sequence of alphanumeric characters ((FIG 14).

In regards to claim 6, Conklin teaches wherein said group web-site further comprises proprietary information, and

said individual business owner can access said proprietary information by inputting a second unique site-code (FIG 1N, Unique Ids).

In regards to claim 7, Conklin teaches wherein said second unique site-code comprises an individual business name (FIG 4b).

In regards to claim 8, Conklin teaches wherein said second unique site-code comprises a sequence of alphanumeric characters (FIG 4b).

In regards to claim 9, Conklin teaches wherein said collateral material comprises an email address (FIG 29, SO8).

In regards to claim 2, Conklin teaches an email address, but does not specifically mention that the email address is an alias. It was old and well known at the time of the invention to supply disguised email addresses to buyers. It would have been obvious to a person of ordinary skill in the art to include in Conklin, alias email addresses, because this would permit companies to review and decide if they wish to bid without having the buyer recognize who is not bidding, thus saving the company time by not having to respond to a bid they are not interested in bidding on.

In regards to claims 11-13, Conklin teaches the use of the system in an Internet, intranet and private network (col 26, lines 42-55)

In regards to claim 14, Conklin teaches wherein said group comprises more than one individual business owner,

each individual business owner having a corresponding customized individual business owner web-site (col 30, lines 7-16).

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In regards to claim 15, Conklin teaches wherein said customized web-site comprises information customized to said individual business owner (FIG 31a).

In regards to claim 16, Conklin teaches after setting up said web-site, providing customized information customized to said individual business owner to said web-site FIG 10-1 through 10-3).

In regards to claim 17, Conklin teaches wherein, said providing of customized information customized to said individual business owner comprises:

providing a data table,
said data table comprises at least two records,
each record comprising a plurality of fields;
inputting into said plurality of fields said at least first unique site code and data comprising customized information to said individual business owner;
programming executable software code to access said data table and
one of said at least two records by inputting said first unique site-code, and
retrieving said customized information; and
storing said data table and said executable software code on said server (FIG 10-1 through 10-3).

In response to claims 18-29, these claims are considered parallel claims of claims 1-17 above and are rejected for the same reasons provided above.

Conclusion

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mark Fadok** whose telephone number is **(703) 605-4252**. The examiner can normally be reached Monday thru Thursday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Vincent Millin** can be reached on **(703) 308-1065**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 308-1113**.

Any response to this action should be mailed to:

Commissioner for Patents

P.O. Box 1450

Alexandria, Va. 22313-1450

or faxed to:

(703) 872-9306 [Official communications; including
After Final communications labeled
"Box AF"]

(703) 746-7206 [Informal/Draft communications, labeled
"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA, 7th floor receptionist.

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Mark Fadok

Patent Examiner